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HOLDRIDGE'S CATALOGUE 1943

A GUIDE TO BETTER BERRIES

S. E. HOLDRIDGE & SONS

Ledyard, Connecticut

**Members: Connecticut Vegetable Association,
New London County Farm Bureau,
Connecticut State Grange**

**Post Office Address
R. F. D. No. 6
Norwich, Connecticut**

**Telephones
Norwich Division
3655-13 and 3655-4**

LOCATION

Visitors are always welcome at our farm. Many of our customers call each year at our farm for their plants and trees.

We are located on the Colonel Ledyard Highway in the town of Ledyard, about 5 miles from the city of Norwich. To arrive at our farm from Norwich, take Route 2 out of Norwich, which is the road to Westerly. About 3 miles out of Norwich, turn on the first road to the right. After passing through the village of Hallville, you continue to a little white church on the left. Turn sharp left and drive about 1½ miles on the state road. Look for the Holdridge Farm sign.

FREE OF RED STELE

We are happy to report to you that there is absolutely no Red Stele disease on the strawberry plants on our farm.

We have had our beds carefully examined this last summer by a number of strawberry specialists who did not find any traces of this new and serious strawberry disease.

Red Stele has been brought into Connecticut in serious proportion during the last two years from plant farms in Delaware and Maryland. Once introduced it spreads rapidly and many patches have been completely destroyed. Once introduced, it stays in the soil for 2 to 3 years.

We understand that we are one of a very few plant farms who can claim to be totally free from Red Stele. Why take chances on other plants when you can be sure of these?

C. O. D. SHIPMENTS

We are glad to ship your order C. O. D. However, on these shipments the C. O. D. charge will be added to the price of the plants.

SHIPPING

We have made an effort in the past few years not to ship any plants so that they will have to be held over the week-end in some Post Office. You can help us by asking that your plants be shipped "the week of....." Then we will start digging Monday and ship each day's plants the next day. We will try not to ship any plants after Friday. May we have your cooperation to help us deliver plants to you just as freshly dug as possible?

TERMS

Orders may be booked at any time. If you are not ready to send full remittance now, send part payment and the balance before shipping. Remit in any way most convenient to you.

Under no circumstances will we ship plants until they have been paid for.



THE LATE S. E. HOLDRIDGE
Founder



PAUL HOLDRIDGE
Manager

1943 GREETING

To Our Friends and Customers:

Again this spring we are urged to produce more food-stuffs of every description. We must all plan to produce in our gardens and on our farms more berries and fruits. It is probably more urgent this year than ever before to start with plants and trees of guaranteed quality. With labor so scarce we must take more precautions that we reap abundant harvests from every crop planted.

Strawberry plants have been a major crop on the Holdridge Farm for over 25 years. With us they have produced excellent crops year after year. We know from our long experience that strawberry plants grown here in Connecticut will produce many more quarts of berries over a period of years than berries from southern plant farms.

Almost every year we fill more orders than ever before. This is absolute proof that satisfactory results are being obtained. We have about three hundred thousand strawberry plants for sale this spring. They are vigorous plants, have made wide rows and have generations of good breeding behind them.

If we receive an order from you, we pledge that it will receive careful, personal attention. The plants will be dug, trimmed, bunched and packed with the one purpose in mind of delivering to you the healthy, husky plants you want. We try especially hard to have the plants delivered to you when you want them.

We have more asparagus and raspberry plants and more fruit trees on hand for this spring than ever before. All are northern grown, top quality products. You are welcome to come and inspect them.

May we help you to good crops of fruits and berries and thus do our share in shortening the time until victory is ours?

Sincerely,

PAUL HOLDRIDGE,

For S. E. Holdridge & Sons.

GRADING AND PACKING

We do not carry plants in stock. Our plants are freshly dug each day. Dug with a fork, carried to the packing shed—trimmed under cover with no exposure from sun or wind, tied into bunches of 25 with good count. Counters are advised to throw out small and inferior plants. They are then packed in live moss which we are fortunate to have growing on our farm. They are usually shipped within 24 hours after they are dug.

VARIETIES

We grow only a few varieties of strawberries but these are the varieties which we have found will do the best under average conditions here in Connecticut. These varieties will give better yields, better berries and better satisfaction to you when the fruiting season arrives than other varieties which may be better suited to warmer climates.

We were interested to find that in the report of the Strawberry Trails at Mount Carmel Experiment Station, they find only nine varieties which they feel they can recommend for Connecticut. Of these nine varieties, we have eight for sale now; and one Chesapeake, we have tried but discarded in favor of the Hebron.

The varieties of raspberry plants, grapevines and fruit trees are also approved varieties.

PRICES

Our prices are as low as it is possible for us to quote for good plants, vines and trees. You will note that our prices are quoted delivered to your post office or express office (except as noted) anywhere in New England.

SHIPPING SEASON

We start to ship plants just as early as the frost is out of the ground, or from the 1st to the 10th of April. We ship plants continuously until June 1. Although we sometimes fill orders after June 1, we will not guarantee any plants shipped after that date. We recommend setting plants in April if possible.

FREE DELIVERY

This means a good deal to the purchaser. The prices in this catalogue, include free delivery to your door or express office anywhere, unless otherwise noted. The option will be ours how we shall ship.

When comparing our prices with those of other concerns, please consider that our plants are quoted postpaid, while most concerns quote prices F. O. B.

OUR GUARANTEE

Plants sent out from this farm will be true-to-name, free from any disease, properly trimmed, bunched, packed and labeled, and will reach their destination nearly as fresh as when dug.

Any plants which arrive in poor condition will be replaced if we are notified immediately. What honest grower could do more?

EARLY VARIETIES

HOWARD NO. 17 (Special Strain) (Perfect)—This is our leading variety of strawberries. There are more Howard 17 raised in New England than all other varieties put together. The Howard 17 is the standard by which all other strawberry varieties are judged. We consider it to be the best all-purpose berry for the main crop. Under almost any condition it will produce a very large crop of berries. Yields may vary slightly with wet or dry season but it will produce plenty of berries.

Our strain of Howard is practically frost-proof and therefore it ripens the earliest of all. We have often been the first grower to carry berries into the local market. At the start, the Howard produces large, luscious berries, many of which are double. The Howard will usually produce berries for about 4 weeks, the berries growing slightly smaller toward the end of the season. The late berries still maintain their bright color and sweet flavor.

For a number of years we have taken our plants for re-setting from the best sections of our beds. Now we have a strain of plants which have proven to us that they will produce a tremendous crop of berries.

If you have never grown strawberries before, we recommend Howard No. 17 to you. For commercial growers, we recommend that the largest portion of your plants be of this variety.

PREMIER (Perfect)—Same as Howard 17.

PATHFINDER (Perfect)—This is a newer variety of strawberry which has outyielded the Howard 17 on some occasions. It is very early, about the same season as Howard. It is a somewhat rounder berry inclined to have whitish center. Try some of these on your own land. It surely looks like a fine berry for commercial growers.

DRESDEN (Perfect)—This is a newer variety of quite some promise. This variety has the ability to produce a tremendous crop of berries but requires a very rich soil to do it. We do not recommend planting too many of these until you have tried it and know what it will do for you under your own conditions.

RHUBARB

MYATTS LINNEAS—This is one of the easiest fruits to grow. Once planted, it will last for many years. Plant in hills about 3 feet apart. This variety is large tender, and yields abundantly.

Prices: 3 for 25 cents; 8 for 50 cents; 20 for \$1.00; 100 for \$4.00. Postpaid.

EARLY VARIETIES

DORSETT (Perfect)—The Dorsett strawberry is one of the finest quality berries that we have ever raised. It starts bearing just a few days later than Howard 17 but usually bears over a shorter period than Howard. It makes, year after year, a wider row of plants than any other variety which we have ever raised. The plants are large and stand well up off the ground.

We recommend this berry especially for home gardens and for commercial growers who are after a quality berry.

For this year we have a fairly large number of fine looking plants. You will make no mistake to order some of this variety.

SHELTON (Perfect)—This is one of the new and outstanding berries. It is a product of our Connecticut Experiment Station.

It is a very good producer. We received a yield last year which compared well with the Howard 17. It is a bright red, long, pointed berry. It will hold its bright color and attractiveness longer than most other berries.

The season is approximately the same as Howard 17, starting to produce very early and producing throughout most of the berry season.

It is a very nice plantmaker. We have a nice supply of Shelton plants this year. We advise everyone to try this new and outstanding Connecticut product.

MID-SEASON VARIETIES

CATSKILL (Perfect)—This is the outstanding mid-season strawberry at the present time. It produces a very large berry. The berry is very attractive and will usually bring sales at top prices. With us it does not produce as many plants as most of our other varieties but the plants are large and very vigorous.

We have a large supply of this variety for sale this year. They were raised on rich land and are ready to produce heavily for you. We recommend this especially for commercial growers.

Unionville, Conn.
Received your plants last Saturday and they were tops.
JACK SCOVILLE.

MID-SEASON VARIETIES

FAIRFAX (Perfect)—For those of you who want a sweet berry above everything else, we offer the Fairfax variety. It is a very large and dark red in color and a very delicious flavor.

With us it does not make as good a row of plants as our other varieties nor does it yield the quantity of berries that the Howard does. However, with plenty of water or on fairly damp soils, it will produce more plants.

The fruiting season begins about a week after Howard. For really sweet berries, plant Fairfax.

ABERDEEN (Perfect)—This variety seems to be a fine running mate for Howard No. 17. It is somewhat later than the early berries and produces a large very bright berry until late in the season. It is a prolific plant-maker with clean healthy foliage standing well off the ground. We have tried it on different soils and wherever planted seems to be at home.

I have seen this variety planted on fairly heavy soil. It was bearing very large, bright berries well after most berries were gone. It seems to give quality berries after Howard No. 17 and Dorsett have gone by.

LATE VARIETIES

HEBRON (Perfect)—This is another of the new varieties originated by Dr. Jones at the New Haven Experiment Station.

It produces a long, pointed berry with a very green husk. It commences to yield fairly late in the season and produces a very fine crop. It has been the first late berry which has satisfied us for yields. Although this variety is not as late as the Pearl variety which we have sold for years as our standard late berry, it produces a better quality berry and a much greater yield. Therefore, we are recommending this year that you plant Hebron for late berries.

This variety has produced fine wide rows for us. We have for this spring's sales a fine lot of nice plants. We think you will be pleased with them.

IMPROVED PEARL (Perfect)—This is the latest variety of strawberries which we have fruited on our farm. It produces a very large berry late in the season. The berry usually has a green tip and is not very sweet. The yield is fair but not equal to Hebron.

If you want a large firm berry to pick the last of June and into July, buy Pearl and plant them on heavy, damp soil and uncover the plants very late in the spring. You will be picking berries after all other varieties have gone by.

Southington, Conn.

Could you still be able to ship me five of those fine Baldwin apple trees like I got before? The plants are doing fine.

PAUL OLSON.

EVERBEARING STRAWBERRIES

GEM (Perfect)—We are selling Gem everbearers this year because we find that they will produce more plants and berries here in Connecticut. If you want berries in September and October, plants a few everbearers. We do not recommend them for commercial growers.

Every strawberry garden should contain a few Everbearers. You can set plants in April and enjoy strawberries fresh from the vines all summer and the fall. A good plan is to keep blossoms picked off to July 1st or 15th. You will then have berries until snow flies. We have only a limited supply of this variety for sale. First come, first served.

ASPARAGUS PLANTS

MARY WASHINGTON VARIETY—We have some very fine asparagus plants for sale this year. We bought the very best seed available to start with. They were grown on well fertilized land. These plants are as good as any we have ever had for sale.

Home grown asparagus is one of the real treats available to the gardener. Cut fresh in your garden, it is very sweet and tender. Start now to have your own bed from which to cut.

The Washington variety of asparagus is recognized as the outstanding yielder of all varieties of asparagus and more resistant to rust than any other variety.

1 year plants, 25 plants for 50c; 50 plants for 75c; 100 for \$1.00; 500 for \$4.00; 1,000 for \$7.00.

2 year plants, 25 plants for 75c; 50 plants for \$1.00; 100 for \$1.50; 500 for \$6.00; 1,000 for \$10.00.

CULTURE

The roots should be planted in early spring, just as early as you can work the land. They should be set in furrows 5 to 7 inches deep with the roots spread out somewhat in the furrow. A good practice is to open the furrow 8 to 12 inches, apply a liberal amount of well-rotted stable manure, well mixed with the soil filling the furrow to 5 to 7 inches deep before the roots are set. They should be covered with about 3 inches of soil until the young shoots start to come through. Then the furrows should be gradually filled in as the young plants grow, until the ground is level. In the garden, set in rows 3½ feet apart, with roots 12 to 15 inches apart in the row; in large commercial plantings rows 4 to 5 feet apart are generally used. Asparagus needs good cultivation, with plenty of manure and fertilizer.

Washington Depot, Conn.

Asparagus and strawberries arrived in fine shape Saturday.

K. B. HUBBARD.

RED RASPBERRIES

CHIEF (Red)—The finest early Red Raspberry for general planting. It is a heavy yielder, being firm and large.

Prices: 25 for \$1.25; 100 for \$4.00.

LATHAM—This is probably the most profitable commercial variety at the present time. It produces large, round firm berries. It is a very good shipper and an excellent variety for canning. It starts to fruit early and produces over a long season.

Prices: 25 for \$1.00; 100 for \$3.00.

NEWBURG—This is a new and highly recommended variety. It is very large and firm. It produces a good crop of berries, starting to bear a few days after Latham.

Prices: 25 for \$1.25; 100 for \$4.00.

ST. REGIS EVERBEARING (Red)—For the first time we are selling an everbearing raspberry. It is a fine quality berry. It starts to fruit with the regular raspberries and will continue to fruit until October.

Prices: 25 for \$1.25; 100 for \$4.00.

BLACK RASPBERRIES

CUMBERLAND—This is a very productive variety. It is a large berry glossy black of excellent quality. It is early to mid-season variety. Every garden should contain a few Black Raspberries.

Prices: 25 for \$1.25; 100 for \$4.00.

RASPBERRY CULTURE

Plant 2 or 3 feet apart with rows 4 to 6 feet apart. Prune slightly before planting. Most of our plants can be planted without additional pruning. Each year, shortly after fruit is picked, cut out all old growth at the ground and later cut off new growth at about 3 feet high. Four to six strong canes or branches make the best plant.

BLACKBERRIES

Blackberries grow best on fertile loam. The rows should be six feet apart with each plant approximately two feet apart in the row.

ELDORADO—This is the sweetest of all blackberries. The berries are very large and bear in large clusters. The plants are very hardy.

Prices: 25 for \$1.00; 100 for \$3.00.

Wallingford, Conn.,
May 5, 1942.

Dear Sirs:

I want to thank you for sending me such fine trees and strawberry plants, without exaggeration the best plants I have ever had in my possession.

H. F. RUHE.

FRUIT TREES

We are offering for sale this year a fine variety of small fruit trees. The trees are not propagated on our own farm. We purchase these from a very reliable grower and they are surely fine looking trees. We guarantee these just the same as our own plants.

We feel that if you compare our prices with those offered by various salesmen, you will find you can save quite a bit by ordering from us. We have almost a thousand trees on hand. We invite you to come to our farm any time after April 1 and pick out your own trees. First come, gets first choice.

These trees are too large to be shipped by parcel post. These prices are for trees at our farm or shipped by express from Norwich, not postpaid. This year we will sell you 5 trees or more of different varieties at the same price as if all trees were of the same variety.

As trees are dormant they will be shipped about April 1, or as soon after order is received as possible. If you are not ready to set out, place roots in water.

GRAPE VINES

2 YEAR No. 1

Every farm and garden should include a few grape vines. They take up very little room as they can be trained to go anywhere.

CONCORD (Black)—This is the old standard blue-black grape. It is very hardy and very productive.

Price: 20c each; 5 for 75c.

AGAWAM (Red)—This is a large red grape with a rich flavor. Ripens in mid-season. It is very productive.

Price: 20c each; 5 for 75c.

NIAGARA (White)—This is the most popular white grape. It has large bunches and ripens in mid-season.

Price: 20c each; 5 for 75c.

BLUEBERRIES

Cultivated Blueberries grow in large clusters, plump, tender and practically seedless. They will grow anywhere that strawberries will, doing their best on a moist acid soil fairly free from rocks. For pollination plant at least two varieties.

CABOT (Early)—4 year plants—18-24".

RANCOCAS (Mid-season)—4 year plants—18-24".

Price: \$1.00 each.

Sirs:

Wilton, N. H.

Please send me your price list of strawberry plants. Yours are the best I ever planted.

Yours truly,
W. H. SARKELA.

FRUIT TREES

PEACH TREES—1-Year

	Each	5 or More
Greensboro—Extra Early White Freestone, 4-5'..	\$.40	\$.35
Golden Jubilee—Very Early Yellow Freestone, 4-5'	.40	.35
Hale Haven—Early Yellow Freestone, 4-5'.....	.40	.35
J. H. Hale—Extra Large Yellow Freestone, 4-5'.	.40	.35
(Must be planted with other varieties)		
Champion—Mid-season, Large White Freestone, 4-5'40	.35
Elberta—Standard Canning Peach, Yellow Free- stone, 4-5'40	.35

APPLE TREES—2-Year

For best results plant other varieties with
MacIntosh and R. I. Greenings

Red Delicious— $\frac{3}{4}$ " up caliper, 5-7 feet45	.40
Cortland— $\frac{3}{4}$ " up caliper, 5-7 feet45	.40
Red Astrachan— $\frac{3}{4}$ " up caliper, 5-7 feet45	.40
Red Gravenstein— $\frac{3}{4}$ " up caliper, 5-7 feet45	.40
Fall Pippin— $\frac{3}{4}$ " up caliper, 5-7 feet45	.40
Wealthy— $\frac{3}{4}$ " up caliper, 5-7 feet45	.40
Baldwin— $\frac{3}{4}$ " up caliper, 5-7 feet45	.40
Russet— $\frac{3}{4}$ " up caliper, 5-7 feet45	.40
Early MacIntosh— $\frac{3}{4}$ " up caliper, 5-7 feet45	.40
MacIntosh— $\frac{3}{4}$ " up caliper, 5-7 feet45	.40
R. I. Greening— $\frac{3}{4}$ " up caliper, 5-7 feet45	.40
Hyslop Crab— $\frac{3}{4}$ " up caliper, 5-7 feet45	.40

PEAR TREES—2-Year

Clapp's Favorite—5-7 feet, Large Yellow, August	.50	.40
Buerre Bosc—5-7 feet, Brownish Yellow, October	.50	.40
Bartlett—5-7 feet, Best Canning Pear, September	.50	.40

QUINCE—2-Year

Orange—4-5 feet, Standard Canning60	.50
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PLUM TREES—2-Year

For best results plant Burbank with Santa Rosa		
Burbank—5-7 feet, Large Reddish Purple, Late August75	.70
Santa Rosa—5-7 feet, Large Purple, Late August	.75	.70
Stanley Prune—5-7 feet, Blue with Yellow Flesh, September75	.70

SWEET CHERRY—2-Year

Black Tartarian—5-7 feet, Large Black, July....	.90	.80
Bing—5-7 feet, Brown, July90	.80
Napoleon—5-7 feet, Reddish Yellow, July90	.80

For Best Results Plant Black Tartarian with either
Bing or Napoleon Varieties

SOUR CHERRY—2-Year

Early Richmond—5-7 feet, Early Red, June.....	.70	.60
Large Montmorency—5-7 feet, Best Pie, July....	.70	.60

STRAWBERRY PLANT PRICE LIST

		BY PARCEL POST PLANTS, PREPAID				BY EXPRESS NOT PREPAID 3,000 or more per M			
	50	100	200	300	400	500	1,000	2,000	
Early Varieties									
Howard 17	\$.75	\$1.40	\$2.25	\$3.25	\$4.00	\$4.75	\$7.50	\$14.00	\$6.50
Shelton85	1.50	2.50	3.50	4.25	5.00	7.50	14.00	6.50
Pathfinder85	1.50	2.50	3.50	4.25	5.00	7.50	14.00	6.50
Dorsett75	1.40	2.25	3.25	4.00	4.75	7.00	14.00	6.50
Dresden85	1.50	2.50	3.50	4.25	5.00	7.50	14.00	
Mid-Season									
Fairfax85	1.50	2.50	3.50	4.25	5.00	7.50	15.00	7.00
Catskill85	1.50	2.75	3.75	4.50	5.50	8.00	14.00	6.00
Aberdeen75	1.40	2.25	3.25	4.00	4.50	7.50		
Late									
Hebron85	1.50	2.50	3.50	4.25	5.00	7.50	14.00	6.50
Pearl85	1.50	2.50	3.50	4.25	5.00			
Everbearing									
Gem	1.25	2.00							

PLEASE—If you have decided to send us an order, won't you please send it to us right now. Tell us when you want the plants and we will see that they are sent at the proper time. It will help us very much in planning our work if we have your orders early.

It will help your plants and vines and trees if they are set out early, preferably in April. Please do not wait until your ground is ready and expect us to deliver your plants the next day.

REMARKS

Please write below the names and addresses of anyone you know who might be interested in, or buyers of, strawberry plants. We will mail them a copy of this catalogue.

STRAWBERRY CULTURE

Choosing the Land

Almost any fertile land which is well drained will raise good strawberries. We advise against setting on greensward because of the presence of white grubs who relish the tender roots of strawberries. If possible, plant on land on which no lime has been spread for at least one year.

Fertilizing

We recommend spreading your fertilizer broadcast on the ground after the land has been plowed and harrowed. Then harrow the fertilizer in. This places your fertilizer where it will be available to the new plants as they commence to run. Additional fertilizer may be added any time during the first year if needed. Do not fertilize your bed the spring that it is going to bear for the extra fertilizer will go into the leaves. Do not put lime on your strawberry bed at any time.

When To Plant

Order your plants early and set them out early. If you order your plants early you will be sure of getting the varieties you want and you will get the plants when you want them. When your plants arrive, if you are not ready for setting out, take from box or package and put in cellar in a cool, dark place. If left in package they might heat. Wet roots before setting.

Setting Out Plants

Strawberries may be spaced 15-18 inches apart in the rows, and rows 3 to 4 feet apart. Later in the season the plants should be set closer. In setting the plants, dig a hole large enough to enable you to spread the roots well. The plants should be set deep enough so that the roots are well covered, yet care should be taken that the tender heart is uncovered. Press the plant firmly into the ground.

Care of Bed

The blossoms should be picked off the first year so that all the strength of the plant will go into the new runners. Of course, the strawberry bed must be hoed often enough during the summer to keep it free from weeds.

Mulching

The bed should be covered during the early winter with a thin covering of straw, hay or meadow grass. Use whichever of these that is easier or cheaper for you to obtain. In the spring, the hay may be raked between the rows, making a cushion for the pickers during the season. This also prevents dirty berries.

SPECIALS

Here are some collections which are fine for home gardens. You can do no better than to order one of these. We reserve the right to substitute if we are sold out of certain varieties.

STRAWBERRY COLLECTION

100 Howard	}	All for \$3.50, Postpaid
100 Dorsett		
100 Aberdeen		

RASPBERRY COLLECTION

25 Latham	}	All for \$2.00
10 Cumberland (Black)		
10 St. Regis (Everbearing)		

GRAPE VINE COLLECTION

4 Concord (Black)	}	All for \$1.25
2 Agawam (Red)		
2 Niagara (White)		

COMPLETE FRUIT GARDEN

100 Howard	17 Strawberry	}	All for \$7.75 Not Prepaid
25 Latham	Raspberry		
5 Grape Vines	Mixed		
4 Peach Trees	Mixed		
1 Pear Tree			
1 Quince Tree			
1 Sour Cherry			
1 Sweet Cherry			
3 Apple Trees	Mixed		

(Copy)

STATE OF CONNECTICUT
(Seal of Conn.)

No. 223

Office of State Entomologist

August 1, 1942

CONNECTICUT AGRICULTURAL EXPERIMENT STATION
New Haven, Conn.

Nursery Inspection and Registration Certificate

This is to Certify that S. E. Holdridge & Sons of Norwich, Conn., has registered as a Nurseryman, that the nursery stock has been duly examined in compliance with the provisions of Chapter 265, of the Public Acts of 1925 (Sections 2135-2140, General Statutes, revision of 1930), and that it is apparently free from dangerously injurious insects and plant diseases. This certificate expires August 1, 1943.

R. B. FRIEND, State Entomologist.

M. P. ZAPPE, Deputy State Entomologist.